

## “Blockchain and RFID: Future proofing your RFID Value”

This presentation will clearly illustrate the direction of RFID implementation towards Digital Twins and the increased relevance of ensuring that RFID is not a unique or unaligned IT investment.

Initiatives such as DFM, Digital Freight Matching, with the implication towards item level on board and delivered asset accountability, the recognition that Blockchain, like RFID, is valuable on its own not just some afterthought is a scenario emerging in Blockchain just as it came to and was dealt with in RFID before the acceptance of RFID technology became mainstream (ish).

Those active in RFID, and those considering crossing the Rubicon (a very Italian concept) into RFID need this presentation as a roadmap on how to gain maximum yield from the investment and support further advances in to data harvesting for value return.